

THE WINNING DESTINATION

More Events, More Opportunities: Hamilton County Sports Authority Adds Staff

The Hamilton County Sports Authority has added to its sports staff, bringing on longtime sports professionals Carl Daniels and Gabe Amick to the team. Daniels will serve as the department's director and Amick as senior sports development manager.

The additions to the staff have been necessary as more events have come to Hamilton County in recent years, plus the addition of several new professional-grade facilities coming online in the near future.

Karen Radcliff, Vice President/CSO of Hamilton County Tourism, has been running the Sports Authority in addition to her other wide-reaching duties. While she'll still be closely connected to the organization's sports arm, adding Daniels and Amick allow her to move more toward strategic direction and asset allocation.

"I can't wait to see what Carl and Gabe accomplish with us," Radcliff said. "They not only bring a wealth of sports industry knowledge to our team, but also a wide range of contacts. They've hit the ground running and done so with a short ramp-up period."

Daniels comes to Hamilton County Sports Authority after several years with the Indiana Pacers, adidas and the NCAA national office.

"I came in with a level of excitement and enthusiasm I haven't experienced in a while and that's because of activity and growth in Hamilton County and it's not just sports. There are so many opportunities," Daniels said. "We have amazing facilities and there are new ones being built. I really like being able to help plan for how all of this will go together. My goal is to try and help everyone see the benefit of working together and capitalizing to benefit sports tourism in Hamilton County."

In his early stages in his new position, Daniels is focused on identifying and meeting with key stakeholders. "I am big on listening so I can figure out what's going on and learn from everyone," he said. "There's a lot to be excited about."

Daniels cited the new facilities being built in Fishers for pro hockey and in Noblesville for pro basketball as opening many opportunities for sports tourism growth and consistent entertainment in Hamilton County. At the government level, additional revenue from hotel taxes will be used for infrastructure projects that improve the tourism economy, additional services and properties.

"This is very good for all stakeholders in our county," Daniels said. "As long as it benefits the county, anything is possible. There's no limit on what can be done in Hamilton County. I'm honored to help elevate this already known brand in a very competitive world. We're in a good position but we can't rest on our laurels."

Amick comes to HCSA from the City of Fishers, where he organized city events and also served on the committee for the city's mental health initiative. Amick spent years with Indiana Sports Corporation working events from college sports championships to Olympic Trials and the 2012 Super Bowl. He also brings strong insights into esports, field sports and running events, areas where Hamilton County thrives and can also grow.

"This opportunity with Hamilton County Sports Authority really aligned well for me," Amick said. "As a resident here I have a personal stake and with the addition of Carl as well this opportunity is great with us as a package deal."

Amick has gone right to work in his new role, sifting through more than 160 events and identifying the best fits for Hamilton County. He also cites bringing back professional golf – the BMW Championship, Western Amateur and various NCAA championships that have been hosted in Hamilton County – as strong possibilities for the area's great courses.

"With our new facilities coming on board, we have opportunities to pursue new events," Amick said. "We now have the space to set up for sports we haven't hosted before. It's a big puzzle and we're trying to piece it all together."

Daniels and Amick will be front and center at several industry shows in the coming months. Colleagues can find Hamilton County Sports Authority at the following events:

- S.P.O.R.T.S. Relationship Conference in South Bend, Indiana (Sept. 11-14)
- SportsTravel TEAMS Conference and Expo in Palm Beach, Florida (Oct. 2-5)
- US Sports Congress in Lake Charles, Louisiana (Dec. 3-6)